

Claims

What is claimed is:

1. An advertising presentation system for use in connection with accounts, comprising:
 - 5 an advertising server for presenting an advertisement to an account user in conjunction with access to the account or in conjunction with completion of a transaction.
- 10 2. The system according to claim 1, wherein said advertisement is presented prior to access to the account or prior to completion of the transaction.
3. The system according to claim 1, wherein the
15 account user is a prepaid telephone card holder.
4. The system according to claim 3, wherein said advertisement is presented prior to completion of a telephone call the user is attempting to make by use of
20 the prepaid telephone card.
5. A method of providing advertising, comprising:
 - providing an account user with a manner of accessing an account;
 - 25 presenting an advertisement to the user when the user attempts to access the account.
6. The method according to claim 5, wherein the presenting step presents the advertisement to the user
30 before allowing access to the account.
7. The method according to claim 5, wherein the account is a telephone calling account.
8. The method according to claim 5, wherein the
35

account is a telephone calling account and the manner of access is a prepaid calling card.

9. A calling card, comprising:

5 plural cards presented as a unit, wherein at least one of said cards comprises a calling card, and at least one comprises a services access card.

10. The calling card according to claim 10,
10 wherein the number of said plural cards is three.

11. A method of providing advertising and telecommunication services to a consumer, comprising:
presenting an advertisement to the consumer; and
15 offering the consumer a service free of charge in exchange for the consumer having listened to or observed the advertisement.

12. The method according to claim 11, wherein the
20 service comprises a telephone call.

13. The method according to claim 12, wherein the telephone call is not allowed to exceed a timed duration.

25 14. The method according to claim 12, wherein the telephone call is allowed to be placed to a number desired by the customer to any valid phone number.

30 15. The method according to claim 11, wherein the advertisement is an audio advertisement.

16. The method according to claim 11, wherein the advertisement is an audio-visual advertisement.

17. The method according to claim 11, wherein the advertisement is a visual advertisement.

18. The method according to claim 11, wherein the
5 service comprises access to a computer network.

19. The method according to claim 11, wherein the service comprises access to an email service.

10

15

20

25

30

35